Kenny Alvarez

Lead QA Engineer · Senior Analyst · User Experience Designer

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Summary

UX Design, Digital Analytics and Data Quality Assurance Leader with over ten years of established experience launching software products and end-to-end project delivery. Specializing in the development of technical QA documents, data diagrams and high-fidelity UI wireframes using tools like Lucidchart, Visio, Sketch and Photoshop.

• 7+ years of digital analytics, web marketing and development expertise
• 5+ years of QA experience working in Agile Scrum Development environments with ALM tools like Jira and Team Foundation Server
• 3+ years of Quality Assurance leadership experience
• JavaScript, HTML, CSS, Bootstrap Responsive framework coding expertise.
• Experience with Adobe Analytics, Adobe Launch, and Adobe SDK testing
• Selenium expertise and writing new scripts in Java
• Experience writing/editing SQL queries to validate test data
• A TECHIE with a strong passion for learning and proven ability to collaborate with cross-functional teams and stakeholders to deliver on project goals

Work Experience

QA Engineer, (Adobe Analytics)

Royal Caribbean Cruises Ltd. - Miami, FL
April 2019 to April 2020

• Led manual QA regression tests planning, new process development and implementation guidelines in Zephyr Jira for analytics testing.
• Defined QA project deliverables managed, created test cycles and dashboards in Jira.
• Developed/Executed end-to-end Android/iOS Adobe Analytics Mobile SDK implementation and web services testing using Proxy tool for traffic monitoring.
• Executed Mobile app API notifications testing using Postman.
• Participated in daily scrum meetings, provided updates and delivered on project priorities.
• Designed new high-fidelity QA user flow diagrams and UX wireframes using Lucidchart and Sketch.
• Software/Tools Used: Jira, Confluence, Zephyr, IntelliJ, Selenium, Android Studio, Java VMs, AWS, Charles Proxy, Postman, Tealium DTM Debugger, DBeaver, Photoshop, Sketch, Visio, Lucidchart.

Software QA Engineer, (Data/IT Testing)

ASI - Miami, FL
February 2018 to April 2019

• Performed database schema and integration testing on critical business applications/systems
• Developed company intranet, enhanced digital document access, contract management process
• Created joint table, data dashboard for improved inventory tracking
• Developed new product specifications documents and process flows
• Software/Tools Used: SharePoint, Visio, SQL Server Management Studio, Excel, Power BI, Adob Acrobat Pro, Photoshop

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QA Test Engineer, (Web Automation)
Spirit Airlines - Miramar, FL
August 2017 to February 2018

• Led QA team efforts for new responsive web app UI design and implementation testing.
• Created new user stories and test scenarios for expanded test coverage.
• Executed automated tests on different browsers from UFT and supported building new scripts with Selenium WebDriver.
• Wrote/Edited SQL queries and performed data validation and API testing.
• Software/Tools Used: TFS, HP Quality Center, UFT, QTP, Selenium WebDriver, Java Eclipse, SoapUI, DBeaver

Senior Analyst, (Web Category Manager)
Office Depot OfficeMax - Boca Raton, FL
April 2014 to January 2017

• Worked with cross-functional teams and various stakeholders, including analytics, design/user experience and technical/engineering to create cobranded micro-sites, product pages and targeted marketing campaigns.
• Integrated custom Google Analytics tags using Google Tag Manager to track conversion metrics and campaign success.
• Reviewed overall site and individual product page content, HTML/XML schema elements and SEO keyword relevancy to ensure consistency.
• Software/Tools Used: IBM Cognos, Excel, SQL, Google Analytics, GTM, Jira

Product Manager, (Project Manager)
Systemax Inc. - Miami, FL
February 2008 to April 2014

• Developed product launch plans/forecasts in collaboration with vendor partners.
• Designed digital/print advertising promotions and inventory sell-thru strategy.
• Delivered business category growth plans, market analysis, KPI reports and presentations for executive leadership.
• Software/Tools Used: Microsoft Visual Studio IDE, Excel, OLAP Cube, JIRA

Software Product Champion, (Enterprise Marketing)
Tiger Direct/Systemax - Miami, FL
February 2008 to March 2011

• Championed several enterprise software product launches with over $18 million in sustained annual sales growth.
• Developed Web/B2B channel marketing content, HTML e-mails, product copy.
• Developed great relationships with software vendor partners resulting increased marketing spend and increased sales.
• Software/Tools Used: Adobe Photoshop, Dreamweaver, Sublime, Acrobat Pro

Education

Bachelor's in Business Administration
Florida International University - Miami, FL
2019

Associate in Computer Information Technology
Florida National University - Hialeah, FL
2010